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1931

THE MOST BEAUTIFUL ASTER *in the WORLD*

Aster, Giant California Sunshine. Single Bloom, Actual Size RECEIVED

FEB 8 1931



Aster...Giant California Sunshine Mixed

WE AGAIN TAKE this opportunity of offering our customers "The Best Aster in the World." At the time our Novelty List was printed, we did not include the Giant California Sunshine Aster, as we were not aware that there was sufficient seed available this season. It is undoubtedly the very best Aster Novelty of the year, and we are anticipating its enthusiastic reception by the trade. We take pleasure in assisting in its introduction.

Aster...Giant California Sunshine Mixed—*Continued*

Last season we offered to the trade an improved California Sunshine type of Aster which was a great advance over the old Sunshine and a very valuable flower for florists' use on account of its long stems.

Through the cooperation of Mr. Fred Howard of the well-known firm of Howard and Smith, we have obtained sufficient stock to offer for immediate distribution this wonderful strain of Giant California Sunshine.

These Asters are the result of a direct cross between the popular California Giants and the dwarf Sunshine type. Plants of this new race grow three feet high and bear blossoms on long, stiff stems, admirable for cutting. The individual blooms are enormous, four or five and six inches in diameter.

The color in these new Asters is startlingly beautiful. A dual-tone effect is obtained through the contrasting tints of the disc-like center and the outer or guard petals. Gracefulness of form is a distinguishing characteristic. The full centers of tubular, bifurcate petals give body to the flower, while concentric circles of exquisitely poised guard petals surround the center, creating an airy, lace-like effect, which is altogether charming. In color the flowers may be described as varying shades of Enchantress-pink, Appleblossom, deep-rose, blue and lavender, but the disc, sometimes light yellow, sometimes blue, brings additional variety in tint. A bouquet comprising the complete ensemble of shades, presents delicate gradations of color as well as startling color contrasts which enchant the eye of the beholder. We feel confident this glorious new strain will be acclaimed a distinct acquisition to modern floriculture.

This Aster embodies all the good qualities essential in a flower intended for florists' use. It is equally good for home gardens, and should prove extremely popular. We highly recommend it for all classes of trade looking for something really fine in novelties. We consider ourselves extremely fortunate to be able to offer this Aster for distribution this spring.

As prophesied by us, this wonderful acquisition has been generally accepted by florists. We again urge you to stock and recommend it to your customers. It is distinct and attracts all flower lovers. We still have a fair quantity on hand and offer at the following prices:

PER OUNCE

\$3.00

PER $\frac{1}{4}$ POUND

\$10.00

PER POUND

\$35.00

THREE CONTINUES to be a noticeable activity in the buying of Flower Seeds at this time, stimulated, no doubt, by the nearness of the spring planting season. We have received many inquiries from our customers for a present offer, and in response we wish to state we are still booking orders on the basis of our general Price List issued last January. This list is still effective for all seeds of 1930 crop. We call special attention to the fact that last spring we reduced our prices on separate colors of Dahlia Flowered Zinnias to \$10.00 per pound, and Gold Medal Mixed to \$8.00 per pound. Unfortunately, a number of our *Asters* were practically a failure last season, and all types were extremely short. We are entirely sold out of the following varieties:

Giant Mammoth Paeony Flowered Azure Fairy.
Improved Giants of California, Light Blue, Light Purple, Deep Rose and Dark Purple.
Early Beauty Azure Fairy, Purple, Rose, Carmine Rose and White.
Late Beauty, all colors excepting Crimson; also finest mixed.
Extra Early Express, Rose and White.
Giant Comet, White, passing to Rose, Dark Blue, Rosita and White.
Royal White, Lavender, Purple, Rose Pink and Deep Rose.
Improved Crego Lavender, and Azure Blue.
California Sunshine Violet; Anemone Flowered or Sunshine (Old type) Blue, Pink and Finest Mixed.
Ostrich Feather Cinnabar, Light Blue and Sky Blue.
Upright Branching, all colors excepting Crimson; also finest mixed.
Asterum Brilliant Rose; Ball's White; King; all colors and finest mixed.
Bodger's Giant Branching Comet Lavender and Light Blue.
American Branching Azure Blue, Crimson, Lady Roosevelt, Lavender, Light Rose, Purple, Silvery Rose, Blackish Blue, Peach Blossom, White and Rose Pink.
Giants of California Single Delicate Flesh; Single Chinensis, all colors excepting Marshall Joffre; also mixed; Single Elegance, all colors and mixed.

On the other items of our 1930 list, we are able to supply fair quantities at the list price, excepting the following items, of which we are also entirely sold out:

Ageratum Blue Perfection and Dwarf Blue.
Antirrhinum Cerise King and His Excellency.
Balsam Apple.
Celosia Cristata Dwarf Golden Yellow and Rose.
Cosmos Late Double Crested, all colors and mixed.
Delphinium Bellamosa, Sinensis Azure Fairy, Dark Blue and Blue Butterfly.
Delphinium Dreer's DeLuxe Hybrids, Light Blue and Lavender Shades, Mid-blue Shades and Dark-blue Shades.
Dimorphotheca Ringens Double.
Eschscholtzia Ramona.
Gourds Turk's Turban.
Gypsophila Elegans Carminea, Crimson and Deep Pink.
Hibiscus Giant Flowered, all colors and Mixed.
Hollyhock Chater's Double Lilac.
Ipomea Heavenly Blue.
Leptosyne Stillmani.
Lupins Hartwegi Dark Blue and Sky Blue.
Oenothera Lamarckiana.
Saponaria Ocyoides.
Stocks Double Giant Excelsior, all colors and mixed.
Sweet Rocket, Purple and Mixed.
Verbena Erinoides Purple and White; Mammoth Defiance; Etna and Royale.
Veronica Spicata.
Wild Cucumber.
Zinnia Early Wonder, Elegans Lilliput Flesh and Scarlet Gem and Giant Mammoth Scarlet Gem.

PACKET SEEDS

WE STILL have a good assortment of packet seeds, and are in a position to offer them in good-sized quantities. We are able to supply any item you are short on, and solicit inquiries on quantities and prices.

SPECIAL NOTICE

Here are a few varieties usually short in Spring. To date we have good stocks of best quality Aster, Heart of France; Aquilegia Dobbie's Imperial Hybrids and Finest Mixed; Calendula Campfire or Sensation; Cobea Scandens Blue; Dahlia Special Exhibition Mixture; Delphinium Wrexham Hollyhock Strain, fancy mixture; DeLuxe Hybrids Cardinale; Dimorphotheca Aurantiaca, all colors and mixed; Larkspur Stock-flowered, all varieties; Nasturtiums, all varieties and mixtures; Petunia, all fancy varieties; Salpiglossis, all varieties; Smilax (new crop); Sweet Peas, Grandiflora varieties and mixed, and Spencer Early and Late varieties and mixed.

We take this opportunity of thanking our many friends for their liberal patronage of the past season, and for the additional business which is coming in at this time. We are equipped to give immediate service on all rush orders. With the assistance of night-letters and the air-mail service which is now available from so many points, orders can reach us very promptly. Corresponding activity at our end gives our customers prompt service. We assure them no time will be lost in executing orders.

BODGER SEEDS, Ltd.

SEED GROWERS (*Wholesale Only*)

California's Choicest Flower Seeds—Since 1890

El Monte, Los Angeles County,
California, U. S. A.
January 28th, 1931.



ADMINISTRATION BUILDING OF BODGER SEEDS, LTD., ON FARMS NEAR EL MONTE
(Snapshot by our Mr. Walter Bodger)

NOTE:—We hope you will put us on your mailing list to receive your retail catalogs from year to year. We are endeavoring to keep a complete record of catalogs of the entire seed industry for ready reference.